

March 23, 2020

Womble Bond Dickinson (US) LLP

Via Online Public File

Lewis C. Pulley
Assistant Chief, Investigations & Hearings Division
Enforcement Bureau
Federal Communications Commission
445 12th St., S.W.
Washington, DC 20554

1200 Nineteenth Street, NW
Suite 500
Washington, DC 20036

t: 202.467.6900

f: 202.467.6910

Re: KIWA-AM, Sheldon, IA (Facility ID 60088)

Rebecca Jacobs Goldman
Attorney

Direct Dial: 202-857-4547

Direct Fax: 202-261-0047

E-mail: Rebecca.Goldman@wbd-us.com

Response to February 6, 2020 EEO Audit

Dear Mr. Pulley

Enclosed please find the letter response of Sheldon Broadcasting Co., Inc., Licensee of AM station KIWA-AM, to the Public Notice of February 6, 2020 identifying the employment unit of radio station KIWA-AM as being included in an employment unit that has been randomly selected for audit of its EEO Program.

Please direct any questions regarding the letter response to my attention.

Best regards,

Womble Bond Dickinson (US) LLP

Rebecca Jacobs Goldman



www.kiwaradio.com
411 9th Street
Sheldon, IA 51201
712-324-2597

March 23, 2020

Via Upload to Online Public File

Lewis Pulley
Assistant Chief, Investigations and Hearings
Division
Enforcement Bureau
Federal Communications Commission

Re: February 6, 2020 EEO Audit KIWA (AM)

Dear Mr. Pulley:

On behalf of Sheldon Broadcasting Co., Inc., licensee of KIWA (AM), Sheldon IA (Facility ID 60088) this letter responds to yours of February 6, 2020 identifying the employment unit of radio station KIWA as being included in an employment unit that has been randomly selected for audit of its EEO Program.

KIWA is part of an employment unit composed of two (2) stations, including KIWA (AM) and KIWA-FM, Sheldon, IA (Facility ID 60089), together, the "Employment Unit". Accordingly, this response should be considered for each of these stations.

We will address each request for information in the order set out in your letter.

Paragraph 3 (a): Copies of the two most recent EEO public file reports. Please see Attachment 1 for the 2017-2018 report and Attachment 2 for the 2018-2019 report. There were no vacancies for full-time positions during either the 2017-2018 or 2018-2019 reporting periods and no full-time employees were hired.

KIWA and the affiliated stations maintain a website, which can be found at <https://kiwaradio.com/>. The most recent EEO local public file report can be found via a hyperlink titled "EEO Report" at the bottom of the homepage of the website.

Paragraph 3 (b): As stated above, there were no vacancies for full-time positions during the applicable reporting periods and no full-time employees were hired during that time. The station keeps a copy of notices sent to all sources when full-time positions are available.

Paragraph 3 (c): There were no vacancies for full-time positions, so no interviews were conducted during the reporting periods.



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Paragraph 3(d): Documentation of Employment Unit Recruitment Initiatives —

Recruitment Initiatives

The EU has eight (8) full-time employees. The Sheldon, IA market has a population of 5,188 and is located outside of all metropolitan areas as defined by the Office of Management and Budget. Accordingly, the EU is required to perform the equivalent of two (2) initiatives in a two-year period. The charts below demonstrate that the EU performed the equivalent of 2.75 Prong III, Supplemental Recruitment Initiatives in the relevant period which satisfy this requirement.

RECRUITMENT INITIATIVES FOR 2017 – 2018

Item No.	Date	Event & Station	Representative	Material	Points
1	9/14/2018	Elementary school tour of studios	Rachel McDonald - Traffic/Office Manager	News article on event and flyer	0.25
2	4/14/2018	2018 Sheldon Home & Design Expo	Skip Tanner - Sales; Walt Pruiksmas - Station Manager	Exhibitor Contract	0.25
3	3/14/2018 thru 3/15/2018	Sheldon Job Fair Sponsorship	Tom Traugher - News; Justin Hellinga - IT, programming, new hire trainer	News article on event	0.25

TOTAL POINTS OVER REPORTING PERIOD 0.75

RECRUITMENT INITIATIVES FOR 2018 – 2019

Item No.	Date	Event & Station	Representative	Material	Points
1	3/19/2019-3/20/2019	Sponsorship of Northwest Iowa Community College Job Fair	Justin Hellinga – IT, programming, new hire trainer	Email regarding student work-study program.	0.25
2	3/5/2019	Speaking engagement at St. Patrick's Catholic School	Rachel McDonald-Traffic/Office Manager	News article on speaking engagement; project template	0.25
3	4/26/2019	O'Brien County Career Day	Rachel McDonald-Traffic/Office Manager	Flyer	0.25
4	5/3/2019	KIWA Scholarship Award	Walt Pruiksma – Office Manager	News article on scholarship award; certificate and rejection letter.	1.00
5	9/20/2019	Student station tour	Rachel McDonald – Traffic/Office Manager	News article	0.25

TOTAL POINTS OVER REPORTING PERIOD **2.0**

Notes to Recruitment Initiatives:

Copies of materials relating to these Prong III activities are attached as Appendix A. Based on these activities, our employment unit participated in:

- Three (3) events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
- Four (4) job fair events with station personnel who have substantial responsibility in the making of hiring decision;
- One (1) scholarship program designed to assist students interested in pursuing a career in broadcasting;

Paragraph 3 (e): Employment Complaints -- There have been no complaints filed during the Station's current license term.

Paragraph 3(f): Responsibilities of Unit Managers — Each Manager is responsible for implementing the EEO portions of our employee handbook: Sheldon Broadcasting Company, Inc. is an equal opportunity employer that supports and subscribes to a policy of nondiscrimination in all aspects of employment. Sheldon Broadcasting Company, Inc. will not discriminate on the basis of race, color, religion, national origin, sex, age, height, weight, marital



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status, disability or any other reason prohibited by applicable laws. Under Iowa law, an employee may not be discriminated against in employment because of disability that can be reasonably accommodated to enable that employee to perform the job. In accordance with 73.2080(B) each manager knows our policy to send all the openings to all our recruitment sources including the Iowa Broadcaster Association. We post openings on our stations and websites. All organizations that express an interest in notification of new hiring opportunities will be provided with notice as soon possible. All Unit hiring must be cleared through our assigned EEO Officer whose responsibility is to ensure we are compliant with all FCC and other EEO policies. Each Unit Manager is directed to make certain that all required EEO notices are posted within each building under their supervision in places where all employees will have the opportunity to observe them. Periodically, Unit Managers are expected to participate in supplemental outreach initiatives to assist in spreading information throughout the community about employment in broadcasting.

Paragraph 3 (g): Analysis of EEO Program — The EU continually reviews the effectiveness of its EEO recruitment program by:

- 1) Compiling a significant and up-to-date outreach contact list, adding new contacts who request to be included in our outreach efforts, adding potential new contacts and resources we discover through our own efforts and keeping current all existing contact information. Periodically we evaluate the effectiveness of our outreach contacts. Based on leads generated for new employment opportunities we will add new outreach organizations and institutions from our area or neighboring states. To keep our outreach contact list as expansive and inclusive as possible, we do not remove contacts that have not produced past results because one never knows if and when a seemingly unproductive contact will produce a positive result in the future. We do, however, remove organizations that cease operations, cease job related activities or request to be removed from our outreach contact list.
- 2) At each new vacancy and hiring opportunity we will conduct a thorough review of our outreach plan to make sure the vacancy is made known and available to as many potential job seekers as possible. After the plan is launched we monitor responses from our outreach contact list and media to determine if we are receiving an effective response. If the response is not effective we alter the plan to increase its effectiveness and continue doing so in an effort to produce an adequate pool of candidates and until the vacancy has been filled. After the position has been filled we analyze the original plan and any of its iterations to determine if any deficiencies in our EEO recruitment efforts were uncovered. If so, we note those deficiencies and develop a plan to correct them for the next active hiring opportunity.
- 3) Unit Managers meet 2 times per year to go over any ideas to recruit.



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Paragraph 3 (h): Analysis of Employee Benefits — Our managers meet two times per year to do employee reviews and discuss any internal promotions that can be made. Our management annually does a comparison of employee salaries to ensure there is no discrimination based on sex, religion or race in regards to the job assigned and the pay received. Employee pay is based on performance and merit. All benefits (health insurance, vacation, sick leave etc.) afforded EU personnel are the same for everyone and based entirely on length of service and at the sole discretion of each full time employee as to whether or not they avail themselves to the offered benefits. It is our ongoing policy to ensure that all decisions made concerning employees are made based on job performance and not discriminatory. The Unit does not have a union agreement.

Paragraph 3 (i): Religious Broadcasting — Not Applicable

Paragraph 4: Time Brokerage — Not Applicable

Paragraph 5: Online Public File — A copy of the FCC Audit letter and our response has been placed in the Online Public Files of each of the stations.

It is our hope that the forgoing responses, attachments and exhibits fully respond to your inquiry. Should you have further questions or desire additional information, kindly address your request to counsel, Rebecca Jacobs Goldman at Rebecca.Goldman@wbd-us.com.

To the best of my knowledge, I declare under penalty of perjury that the foregoing is true and correct.

Executed this 23 day of March, 2020

Sheldon Broadcasting, Co.

By WAT Pinkens

Attachment 1

2017-2018 EEO Public File Report

2018 EEO PUBLIC FILE REPORT

Reporting Period: September 21, 2017 to September 30, 2018

The purpose of this EEO Public File Report is to comply with Subsection (c)(6) of the FCC's EEO rule set forth in 47 CFR Section 73.2080. This report has been prepared on behalf of the Station Employment Unit (SEU), which is comprised of the following stations: KIWA-FM 105.3, Sheldon, IA., KIWA-AM 1550, Sheldon, IA., and KIWA-FM 100.7, Sheldon, IA., and is required to be placed in the public inspection files of these stations and posted on their websites. Sheldon Broadcasting Company, Inc. is the licensee of the above-mentioned radio stations.

The information contained in the Report covers the time period beginning October 1, 2017 through September 30, 2018.

The FCC's EEO Rule requires this Report to contain the following information:

1. A list of all full-time vacancies filled by the SEU at the Stations during the Reporting Period;
2. For each such vacancy, the recruitment sources used to fill the vacancy identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy filled during the Reporting Period;
4. Data reflecting the total number of people interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source used in connection with those vacancies; and
5. A list of and brief description of the initiatives undertaken pursuant to Subsection (c)(2) of the EEO's Rule during the Reporting Period.

Sections I, II, and III which follow have been designed to provide the required information. Please note that any number listed in Section II under the heading entitled "Full-Time Positions for Which the RS Was Utilized" refers to the full-time position that is listed by that number in Section I.

For the purposes of this report, a vacancy was deemed "filled" not when an offer of employment was extended, but rather when the hiree accepted the employment offer. A person was deemed "interviewed" whether he/she was interviewed in person, over the telephone, or by email.

Section I: Vacancy Information

Reporting Period: October 1, 2017 to September 30, 2018

Full-Time Positions filled during the Reporting Period by Job Title, Recruitment Source (RS) of Hiree:

#	Job Title	RS Used to Fill Vacancy	RS of Hiree
	No vacancies for this reporting period		

Total Number of Persons Interviewed for Full-Time Positions - 0

Total Number of Persons Hired for Full-Time Positions - 0

Section II: Master Recruitment Source List

Reporting Period: October 1, 2017 to September 30, 2018

#	Recruitment Source	Total # if Interviews Referred by RS in Reporting Period (if any)	Full-Time Positions for which RS was Used in reporting Period (if any)
1	Buena Vista University - Storm Lake, IA Brenda Dodge career@bvu.edu 712-749-2440	0	0
2	Dordt College - Sioux Center, IA Rich Lodewyk Rich.Lodewyk@dordt.edu 712-722-0885	0	0
3	Iowa Broadcasters Association - Des Moines, IA (Website) Sue Toma iowaiba@dwx.com	0	0
4	Iowa Central Community College - Fort Dodge, IA careerservices@iowacentral.edu 800-362-2793	0	0
5	Iowa Lakes Community College - Estherville, IA Melissa Lutat mlutat@iowalakes.edu 712-362-2604	0	0
6	kiwaradio.com - Website of Sheldon Broadcasting Co., Inc. Walt Pruiksma walt@kiwaradio.com 712-324-2597	0	0
7	KIWA, KIWA-FM & KIWA-AM Radio - Sheldon, IA Walt Pruiksma walt@kiwaradio.com 712-324-2597	0	0
8	Northwestern College - Orange City, IA Nancy Landhuis	0	0

	landhuis@nwciova.edu 712-707-7225		
9	Northwest Iowa Community College - Sheldon, IA Sheilia Van Engen jobs@nwicc.edu 712-324-5061	0	0
10	Siouxland Press - Hospers, IA PO Box 278 Hospers, IA 712-752-8401	0	0
11	Word of Mouth Referrals	0	0
12	Unsolicited Resumes on File	0	0

Section III: Recruitment Initiatives (2 Required)

Reporting Period: October 1, 2017 to September 30, 2018

Supplemental efforts (Non-Vacancy Specific) utilized to educate the public about job positions and the qualifications necessary to fill those positions during the Reporting Period:

10/6/2017

Station Tours

KIWA Radio staff hosted tours for 3rd graders from Sheldon East Elementary School. The students learned about all the different jobs held by station employees. The students toured the facility and recorded the Pledge of Allegiance. The tour was part of their Social Studies assignment.

10/9/2017

High School Career Day

KIWA's Frank Luepke and Justin Hellinga gave presentations to 25 area high school students as part of Northwest Iowa Community College's Junior Career Day. The presentations dealt with careers in radio, job duties and How a Radio Station operates.

12/20/2017

Job Shadow

A student from Sheldon High School job shadowed our afternoon DJ. He asked what qualifications were needed to work "on air". He also asked what the hardest part of the job was.

12/28/2017

Job Shadow

A Sheldon High School student job shadowed several positions at KIWA. The student was interested in pursuing a career in radio and asked questions as to job descriptions, advertising sales and about station equipment.

2-28 thru 3-15-18

IBIB/SESAC/KIWA Scholarship Ads

Informational ads aired and applications taken for KIWA Radio / International Broadcasters IdeaBank's SESAC \$10,000 Scholarship given to a person in his or her second or third year of college who will graduate with a degree leading to a career in radio broadcasting.

3/23/2018

Job Shadow

A Sheldon High School Senior job shadowed several positions at KIWA. The student asked a lot of questions about operation of the board, music rotation and severe weather reporting. The student did sit through a complete board shift. The student had previously taken radio news broadcasting as part of his high school speech class.

3-14/15 2018

Job Fair

KIWA Radio co-sponsored and participated in a Job Fair held at Northwest Iowa Community College in Sheldon, Iowa. Most of the people who stopped at the KIWA table during the two day event were students who were pursuing a wide variety of careers. We handed out information about the many opportunities that were available in the Broadcast Industry. KIWA Radio/IBIB / SESAC Scholarship forms were given out to interested parties.

4/28/2018

Sheldon Home Show

KIWA had a booth at the 2018 Sheldon Home Show at Northwest Iowa Community College. Besides the normal handing out station materials, answering listener's questions and having listeners register for prizes, KIWA personnel also had the opportunity to visit with individuals about a career in radio. A job description of radio positions was distributed to those interested.

9/14/2018

Station Tours

KIWA Radio staff hosted tours for 3rd graders from Sheldon East Elementary School. The students learned about all the different jobs held by station employees. The students toured the facility and recorded the Pledge of Allegiance. The tour was part of their Social Studies assignment.

Attachment 2

2018-2019 EEO Public File Report

Reporting Period: October 1, 2018 to September 30, 2019

The purpose of this EEO Public File Report is to comply with Subsection (c)(6) of the FCC's EEO rule set forth in 47 CFR Section 73.2080. This report has been prepared on behalf of the Station Employment Unit (SEU), which is comprised of the following stations: KIWA-FM 105.3, Sheldon, IA., KIWA-AM 1550 with Translator K264CW, Sheldon, IA., and KIWA-FM 100.7 (k264cw), Sheldon, IA., and is required to be placed in the public inspection files of these stations and posted on their websites. Sheldon Broadcasting Company, Inc. is the licensee of the above-mentioned radio stations.

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3. The recruitment source that referred the hiree for each full-time vacancy filled during the Reporting Period;
4. Data reflecting the total number of people interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source used in connection with those vacancies; and
5. A list of and brief description of the initiatives undertaken pursuant to Subsection (c)(2) of the EEO's Rule during the Reporting Period.

Sections I, II, and III which follow have been designed to provide the required information. Please note that any number listed in Section II under the heading entitled "Full-Time Positions for Which the RS Was Utilized" refers to the full-time position that is listed by that number in Section I.

For the purposes of this report, a vacancy was deemed "filled" not when an offer of employment was extended, but rather when the hiree accepted the employment offer. A person was deemed "interviewed" whether he/she was interviewed in person, over the telephone, or by email.

Section I: Vacancy Information

Reporting Period: October 1, 2018 to September 30, 2019

Full-Time Positions filled during the Reporting Period by Job Title, Recruitment Source (RS) of Hiree:

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	No vacancies for this reporting period		

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Total Number of Persons Hired for Full-Time Positions - 0

Section II: Master Recruitment Source List

Reporting Period: October 1, 2018 to September 30, 2019

#	Recruitment Source	Total # if Interviews Referred by RS in Reporting Period (if any)	Full-Time Positions for which RS was Used in reporting Period (if any)
1	Buena Vista University - Storm Lake, IA Emily Gallagher - gallaghere@bvuu.edu career@bvuu.edu 712-749-2165	0	0
2	Dordt College - Sioux Center, IA Kathy Harmelink HR Kathy.harmelink@Dordt.edu 712-722-6000	0	0
3	Iowa Broadcasters Association Des Moines, IA (Website) iowaiba@dwx.com	0	0
4	Iowa Central Community College - Fort Dodge, IA careerservices@iowacentral.edu 800-362-2793	0	0
5	Iowa Lakes Community College Estherville, IA Melissa Lutat mlutat@iowalakes.edu 712-362-2604	0	0
6	kiwaradio.com - Website of Sheldon Broadcasting Co., Inc. Walt Pruiksma walt@kiwaradio.com 712-324-2597	0	0
7	KIWA, KIWA-FM & KIWA-AM Radio - Sheldon, IA Walt Pruiksma walt@kiwaradio.com 712-324-2597	0	0

8	Northwestern College - Orange City, IA Kirsten Brue – Career Counselor kbrue@nwcsiowa.edu 712-707-7225	0	0
9	Northwest Iowa Community College - Sheldon, IA Sheilia Van Engen jobs@nwiicc.edu 712-324-0010	0	0
10	Siouxland Press - Hospers, IA PO Box 278 Hospers, IA 712-752-8401	0	0
11	Word of Mouth Referrals	0	0
12	Unsolicited Resumes on File	0	0

Section III: Recruitment Initiatives (2 Required)

Reporting Period: October 1, 2018 to September 30, 2019

Supplemental efforts (Non-Vacancy Specific) utilized to educate the public about job positions and the qualifications necessary to fill those positions during the Reporting Period:

3/5/19

KIWA assists with Middle School Project

Students often wonder if what they learn in school will actually be useful later in life. At St. Pat's Catholic School in Sheldon, Middle School Math teacher Chris Derochie is making sure her students see that it is. She reached out to KIWA asking for a little assistance with a project she was putting together for her 5th grade students. Later this spring the class will be responsible for timing out the passion play they will be presenting. They will need to evaluate the songs and speaking times incorporated in the play and make sure it falls within the allotted time the performance is scheduled to take. To help them get a feel for what it would be like, KIWA representative Rachel McDonald went to speak to the class. The students were each tasked to fill in an hour-long playlist for the radio station with songs from different categories. But they also to take into consideration time for news, weather, and radio ads. Their goal was to get as close to a full hour as they could, with a two-minute cushion on either side of that hour. The students realized that learning about sets and timing is a lot more important that they might have initially thought!

3/23/2018

Job Shadow

A Sheldon High School Senior job shadowed several positions at KIWA. The student asked a lot of questions about operation of the board, music rotation and severe weather reporting. The student did sit through a complete board shift. The student had previously taken radio news broadcasting as part of his high school speech class.

3/19 – 3/20/2019

KIWA Sponsored Job Fair

KIWA Radio co-sponsored and participated in a Job Fair held at Northwest Iowa Community College in Sheldon, Iowa. Most of the people who stopped at the KIWA table during the two-day event were students who were pursuing a wide variety of careers. We handed out information about the many opportunities that were available in the Broadcast Industry.

4/3 – 4/25/2019
KIWA Scholarship

KIWA Radio awarded a \$1500 scholarship to Tanner Dykstra, a graduating senior from Sibley-Ocheyedan High School. The intent of the scholarship presented was to encourage and support the continuation of a student's music education and / or radio broadcasting. KIWA encouraged students who were majoring in radio broadcasting, journalism, communications or music education to apply.

4/12/2019
Adult Residents from Northwest Unlimited visits KIWA

Residents from Village Northwest Unlimited stopped by the KIWA as part of their radio station curriculum. The residents were taken into the recording studio and Justin explained the basics of radio broadcasting.

4/26/2019
O'Brien County Career Day

KIWA Radio participated in the 3rd Annual O'Brien County Career Day held at Northwest Iowa Community College in Sheldon. Hundreds of high school students attended. KIWA staff attended and visited with students about a career in radio broadcasting.

4/27/2019
Sheldon Home & Design Expo

KIWA had a booth at the 2019 Sheldon Home Show at Northwest Iowa Community College. Besides the normal handing out station materials, answering listener's questions and having listeners register for prizes, KIWA personnel also had the opportunity to visit with individuals about a career in radio. A job description of radio positions was distributed to those interested.

7/8/19 – 8/9/2019
KIWA Radio Summer Intern

Tanner Dykstra from Sibley interned at KIWA in July and part of August. Tanner is enrolled in broadcasting at the University of Nebraska. Tanner interned 3 days a week from noon to 4pm. Tanner shadowed the sales team, news team, sports department, and traffic. He learned the basics of production, on air shifts while at the station.

9/20/2019
Station Tours

KIWA Radio staff hosted tours for 3rd graders from Sheldon East Elementary School. The students learned about all the different jobs held by station employees. The students toured the facility and recorded the Pledge of Allegiance. The tour was part of their Social Studies assignment.

Appendix A

Documentation of Prong III Supplemental
Outreach Initiatives

Recruitment Initiatives for 2017 - 2018

Item No. 1 – Elementary School Tour of Studios

Third Graders Tour Downtown Sheldon

TOM- September 14, 2018 Comments Off



Sheldon, Iowa — Ninety-one Sheldon Community Schools 3rd Graders toured five locations in downtown Sheldon Friday morning as part of their Social Studies unit on the history of Sheldon.

Students from [REDACTED]

[REDACTED] visited Northwestern Bank, the Sheldon Police Department, Sheldon Mayor Katricia Meendering, the Sheldon Public Library, and KIWA Radio.

As part of their field trip, the 3rd graders took part in a Scavenger Hunt, seeking various places from a list of ten. You can view the list below.

While at KIWA, the kids learned about the history of the radio station, as well as all the different jobs needed to run the station. While at KIWA they toured one of the station's studios, and even recorded the Pledge of Allegiance.

Each of the four groups also paused to have their photo taken while at the radio station. You can see those photos below.....



Mr. Buchholtz' Class



Mrs. Arnold's Class



Mrs. Jansen's Class



Miss Wollenburg's Class

Sheldon Search and Find

1. Places to get your hair cut
2. The oldest building - what year was it built?
3. The Town Clock
4. Places to get your eyes checked
5. Places to buy clothes
6. A place to buy shoes
7. How many stores do you see?
8. Where was the old hotel? What is it now?
9. A place to rest from shopping
10. A place to get dessert

Scavenger Hunt List

Item No. 2 – 2018 Sheldon Home & Design Expo



2018 Sheldon Home & Design Expo~ EXHIBITOR CONTRACT

Contract between Sheldon Chamber & Development Corporation, Sheldon, IA, herein referred to as promoter, and KIWA herein referred to as exhibitor.
(Business name)

Sheldon Home & Design Expo- DATE & TIME

The promoter shall hold its Sheldon Home and Design Expo on Saturday, April 14, 2018, from 9:00 AM to 3:00 PM, pursuant to the terms and conditions of this contract.

EXPOSITION FACILITY

Exposition facility for the 2018 Show will be the Life Long Learning Center, Northwest Iowa Community College Campus.

EXPOSITION SPACE

Single booth space is 10'x6' - Double booth space is 20'x6'. The promoter shall provide access to electricity if requested.

BOOTH RENTAL COSTS

SCDC Member: Single - \$125.00 Double - \$175.00

General Public: Single - \$195.00 Double - \$245.00

No refunds will be issued unless failure to hold the show as stated below.

(3' x 8' tables will be available for a fee of \$10 each by request only)

\$25 of the Booth Rental Cost will be designated for prizes to be purchased by the Sheldon Home & Design Expo Committee

FAILURE TO HOLD SHOW OR PROVIDE SPACE

Should the promoter fail to hold its Sheldon Home & Design Expo, or to furnish exhibitor the space herein described, it shall promptly refund to exhibitor all sums paid hereunder. Such refund shall be accepted by exhibitor in full settlement of all loss.

EXHIBITOR PROPERTY LOSS OR DAMAGE

Any loss of exhibitor property or damage to exhibitor property shall be the sole responsibility of the exhibitor.

EXHIBITOR REQUEST FOR SPACE AND EQUIPMENT

The promoter will provide the following requested booth space and equipment as requested by the exhibitor, providing all fees are paid in advance: (Please check ALL that apply.)

SCDC Member:

- ☒ Single (10'x6" booth) \$125
☐ Double (20'x6' booth) \$175
☒ Table (indicate 1 or 2) \$10/ea
☒ Access to electricity FREE
☒ Internet FREE
☒ Advertisement day of show FREE

☒ Door prize registration at your booth

We will give one at our booth

General Public:

- ☐ Single (10'x6' booth) \$195
☐ Double (20x6' booth) \$245
☐ Table (indicate 1 or 2) \$10/ea
☐ Access to electricity FREE
☐ Internet FREE
☐ Advertisement day of show FREE
☐ Door prize registration at your booth

I have read and agree with the terms set forth in this contract on

KIWA
(Business Name)

411 9th St
(Full Address)

(Date)

SKIP
(Contact Person)

712-324-2597
(Phone)

skip@kiwaexpo.com
(Email Address)

News@kiwa.com

RETURN TO: SCDC, P.O. Box 276, Sheldon, IA 51201

PLEASE, ENCLOSE PAYMENT & CONTRACT by March 1, 2018

Item No. 3 – Sheldon Job Fair Sponsorship

News

Sheldon Job Fair Is Wednesday, Thursday

March 13, 2018 Comments Off



**SAVE
THE DATE**

JOB FAIR

Wednesday, March 14, 2018
Arts/Science, Business & Health

Thursday, March 15, 2018
Applied Technology

10:30am–1:30pm
Northwest Iowa Community College

Brought to you by:



Sheldon, Iowa — Employers and those looking for careers are descending on Sheldon this week for the annual KIWA Radio/Northwest Iowa Community College/Iowa Workforce Development Job Fair this Wednesday and Thursday.

Sawyer Wieseler is Coordinator of Workforce Development and Training at Northwest Iowa Community College, and she says it will be a two-day event, designed to put area employers in contact with NCC

students and other job seekers — to fill open jobs at the employers' places of business.

Audio Player

[Use Up/Down Arrow keys to increase or decrease volume.](#)

She says there is no cost to attend.

Audio Player

[Use Up/Down Arrow keys to increase or decrease volume.](#)

She reminds folks that it while they hope NCC students will find jobs there, it is open to the public and anyone looking for a job is welcome.

She has some suggestions for job seekers.

Audio Player

[Use Up/Down Arrow keys to increase or decrease volume.](#)

She says Iowa Workforce Development will be there as well. She says they keep a list of local job openings, and she says they're a good resource to connect with if you're looking for a job.

The KIWA Radio/NCC/Iowa Workforce Development Job Fair will be held from 10:30 a.m. to 1:30 p.m. each day at Northwest Iowa Community College Building "A" in Sheldon. That's the main building on the northwest side of campus.

Appendix A

Documentation of Prong III Supplemental
Outreach Initiatives

Recruitment Initiatives for 2018 - 2019

**Item No. 1 – Sponsorship of Northwest Iowa Community
College Job Fair**

News, Top Stories

Job Fair Coming To NCC

February 4, 2019 Comments Off



A blue rectangular poster with a white border. In the top right corner, there is a white speech bubble with the text "SAVE THE DATE" in blue. The main text is in white and blue. It reads: "JOB FAIR" in large white letters, followed by "TUESDAY, MARCH 19, 2019" and "Applied Technology" in white. Then "WEDNESDAY, MARCH 20, 2019" and "Arts/Science, Business & Health" in white. Below that, "10:30am-1:30pm" and "Northwest Iowa Community College" in white.

**SAVE
THE DATE**

JOB FAIR
TUESDAY, MARCH 19, 2019
Applied Technology
WEDNESDAY, MARCH 20, 2019
Arts/Science, Business & Health
10:30am-1:30pm
Northwest Iowa Community College

Brought to you by:



Sheldon, Iowa — Northwest Iowa Community College, KIWA Radio, and Iowa Workforce Development will be hosting a Job Fair at NCC on March 19th and 20th. Employers, please mark these dates on your calendar.

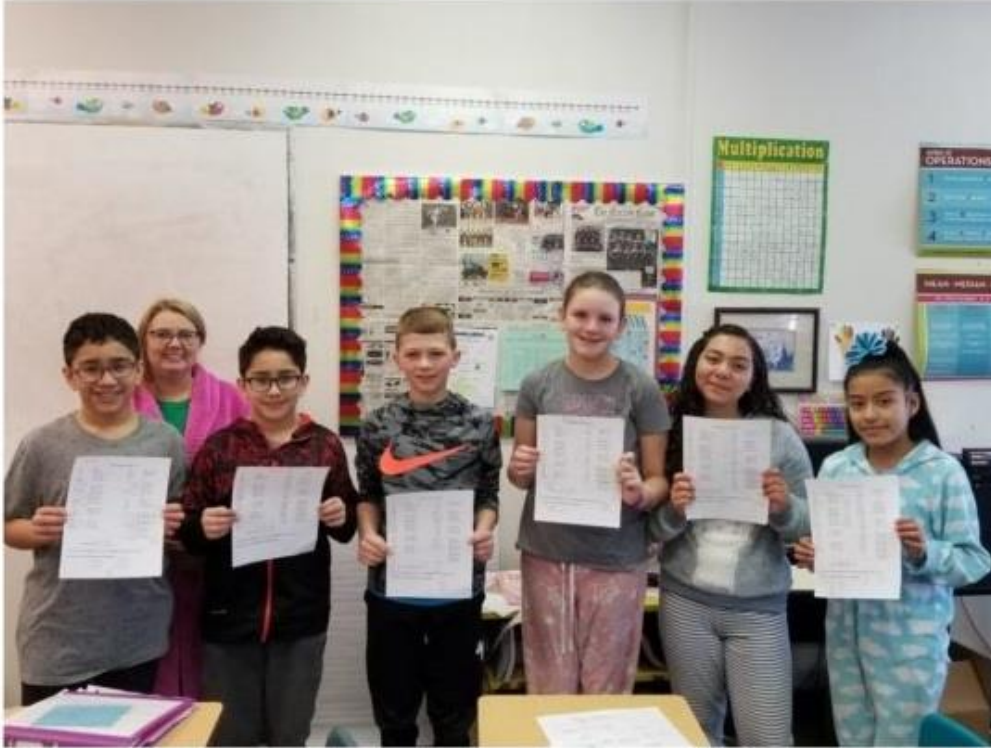
Tuesday, March 19th will focus on employers with jobs in the Applied Technology field, and Wednesday, March 20th will focus on Arts & Sciences, as well as Business & Health.

This Job Fair will run from 10:30 am to 1:30 pm at Northwest Iowa Community College in Sheldon.

Item No. 2 – Speaking Engagement at St. Patrick’s Catholic School

Do I Really Need to Know This?

KIWA- March 5, 2019 Comments Off



Sheldon, Iowa – Students often wonder if what they learn in school will actually be useful later in life. At St. Patrick’s Catholic School in Sheldon, Middle School Math teacher [REDACTED] is making sure her students see that it is.

She reached out to KIWA asking for a little assistance with a project she was putting together for her 5th grade students. Later this spring the class will be responsible for timing out the passion play they will be presenting. They will need to evaluate the songs and speaking times incorporated in the play and make sure it falls within the allotted time the performance is scheduled to take.

To help them get a feel for what it would be like, KIWA representative Rachel McDonald went to speak to the class. The students were each tasked to fill in an hour-long playlist for the radio station with songs from different categories. But they also had to take into consideration time for news, weather, and radio ads. Their goal was to get as close to a full hour as they could, with a two-minute cushion on either side of that hour.

The students realized that learning about sets and timing is a lot more important that they might have initially thought!

The Passion Play will be performed on Tuesday, April 16th at 1:00 and 7:00 pm at St. Patrick's Catholic Church in Sheldon.

KIWA-FM 2:00 pm Clock Hour

0:10	Legal ID	0:30	Spot (commercial)
2:00	ABC News	0:20	Weather Sponsor
1:00	ABC Spots (commercials)	0:30	Weather Report
1:00	News update	1:20	
0:20	Weather Sponsor		
0:30	Weather Report	0:10	KIWA Liner
5:00			Song - Category B
		0:10	KIWA Liner
	Song - Category C		Song - Category C
0:10	KIWA Liner	0:10	KIWA Liner
	Song - Category B		Song - Category D
	Song - Category D		
0:10	KIWA Liner		
	Song - Category C	0:30	Spot (commercial)
0:10	KIWA Liner	2:00	Ag Markets
	Song - Category A	1:00	Spot (commercial)
		0:30	Spot (commercial)
		4:00	
0:30	Spot (commercial)		
0:20	Weather Sponsor	0:10	KIWA Liner
0:30	Weather Report		Song - Category C
1:20			Song - Category D
		0:10	KIWA Liner
0:10	KIWA Liner		Song - Category C
	Song - Category C		Song - Category D
0:10	KIWA Liner	0:10	KIWA Liner
	Song - Category D		Song - Category C
			Song - Category A
		0:10	KIWA Liner
			Song - Category C
			Song - Category B

Total Time

The last song can be NO MORE than 2 minutes BEFORE OR AFTER the one hour mark!

Do not have more than ONE SONG by the SAME ARTIST

Item No. 3 – O'Brien County Career Day



Sheldon | South O'Brien | Hartley Melvin-Sanborn | MMCUR

O'BRIEN COUNTY

Career Day— April 26, 2019

"UNLOCK YOUR POTENTIAL"

IOWA STATE
UNIVERSITY
Extension and Outreach



O'Brien County
Economic Development

NS NORTHWEST
IOWA COMMUNITY COLLEGE



MEDIA INVITE

Contact:

Kiana Johnson

Executive Director

O'Brien County Economic Development

712-957-1313 (office) or 712-261-1313 (cell)

ocedc@tcaexpress.net

Curt Strouth

Community Development Director

Sheldon Economic Development

712-324-2813

cstrouth@cityofsheldon.com

Third Annual O'Brien County Career Day to be held April 26

PRIMGHAR, Iowa – The third annual O'Brien County Career Day will be held on April 26. All high school sophomores in the Sheldon, South O'Brien, Hartley-Melvin-Sanborn and MMCUR school districts are invited to attend.

The career day provides students with opportunities to explore manufacturing, healthcare, construction and agriculture careers right here in O'Brien County. It is hosted through a partnership between the O'Brien County Economic Development Corporation, the Sheldon Chamber and Development Corporation, Northwest Iowa Community College and Iowa State University Extension and Outreach.

Participating tour business partners include:

- Agrivision
- Baum Harm Mercy Hospital and Clinic
- C-S Agrow Service
- DK Plastics
- JTV Manufacturing
- Maintainer
- Milk Creek Machining
- Prairie View Campus
- Rosenboom Machine & Tool
- Sanford Sheldon Medical Center
- Village Northwest Unlimited
- White Wolf Web & Digital Printers
- Ziegler Cat



Sheldon | South O'Brien | Hartley Melvin-Sanborn | MMCRU

'BRIEN COUNTY

Career Day— April 26, 2019

"UNLOCK YOUR POTENTIAL"

IOWA STATE
UNIVERSITY
Extension and Outreach



O'Brien County
Economic Development

NS NORTHWEST
IOWA COMMUNITY COLLEGE



In addition to the above listed tour stops, youth will have an opportunity to learn about other community businesses that will have booths set up at the Lifelong Learning and Recreation Center (LLRC) at Northwest Iowa Community College. The following businesses will share about their organization and career opportunities available:

- Ag Partners
- AMPI
- AGP
- Beck Engineering of Spirit Lake
- Bliss Salon & Spa
- Iowa State Bank and Services
- KIWA
- Maintainer
- Mill Creek Machining
- Northstar Community Credit Union
- Northwest Iowa Manufacturing Sector Board
- Prairie View
- State Farm Insurance
- Williams & Company
- Woods, Fuller, Schultz & Smith

Youth will also gather at the LLRC for lunch and to hear from keynote speaker Timothy Snyder. Snyder is a Sheldon native and author of *That College Book: Everything Nobody Told Us About Life After High School*.

For more information on the O'Brien County Career Day or to get involved, contact Kiana at 712-957-1313 or ocedc@tcaexpress.net.

Item No. 4 – KIWA Scholarship Award

KIWA Awards 1st Annual Scholarship

KIWA- May 3, 2019 Comments Off



Sibley, Iowa – In the interest of encouraging students who are striving to further their education in the field of broadcasting, communication, or musical education, KIWA Radio created a scholarship, available to high school seniors who attend a school in O'Brien, Sioux, Lyon, or Osceola county.

From the many students who applied for this \$1,500.00 scholarship, one student in particular stood out. [REDACTED], attends Sibley-Ocheyedan High School. [REDACTED] will be attending the University of Nebraska in the Fall, where he plans to double major in Broadcasting and Journalism, with the possibility of adding Marketing as minor.

[REDACTED] told KIWA that his favorite part of school has been the Honors Program that he participates in. His perseverance and dedication to his education are evident, as he received several scholarships at Sibley-Ocheyedan's Senior Award Day on Friday, May 3rd, 2019. In addition to earning the KIWA Student Scholarship,

he also took home scholarships from the Rotary Club, Osceola County Sportsmen's Club, Osceola Electric Coop, and the Osceola County Soil & Water Conservation District. [REDACTED] was also the recipient of the Skiver/Schutte Scholarship, the Iowa Bar Association Citizenship Award, and the Gallon Challenge Scholarship, for which he had to donate a gallon of blood during his high school career.

KIWA would like to wish [REDACTED], and all of the graduating seniors of 2019, good luck in their future endeavors!

Certificate of Scholarship

This Certifies That



Has been awarded the KIWA Student Scholarship, in the amount of

\$1,500.00

on this, the 3rd day of May, 2019

A handwritten signature in cursive script, reading "Walt Pruiksma".

Walt Pruiksma, General Manager
KIWA Radio



www.kiwaradio.com
411 9th Street
Sheldon, IA 51201
712-324-2597

May 2, 2019

Dear ,

I want to thank you for applying for KIWA Radio's \$1500 scholarship. As you can imagine we had a large number of applications submitted and unfortunately yours was not chosen. The staff at KIWA Radio does wish you a successful college experience in your chosen major.

All the best,

Walt Pruiksma
General Manager
KIWA Radio

Item No. 5 – Student Station Tour

Sheldon 3rd Graders Tour the Downtown

KIWA- September 20, 2019 Comments Off



Sheldon, Iowa — Sixty-two Sheldon Community School 3rd Graders [REDACTED] descended on downtown Sheldon Friday morning as part of their Social Studies unit on the history of Sheldon and their Reading unit about changes.

The students visited the Sheldon Public Library and met with Head Librarian, [REDACTED] who talked about the different parts of the library and its purpose. In touring downtown Sheldon, the students stopped at Northwestern Bank to view old pictures and see the cornerstone.

The groups made a stop at the Sheldon Community Services Center, where they met with Mayor Greg Geels in the city council room. The students had the opportunity to sit in the various seats and learn the roles that each person plays during a meeting, and then debated the topic of bicycle helmet use.

During their visit to the Police Department, Officer [REDACTED] took the students on a tour of the station, stopping in the booking room to explain how they process individuals who come in. He also showed them the evidence room and brought them to the garage to see the squad cars.

While at KIWA, the kids learned about the history of the radio station, as well as all the different jobs needed to run the station. They also toured one of the station's studios, and even recorded the Pledge of Allegiance.

The KIWA tours ended with group photos taken in the radio station's lobby. You can see those photos below.....



Mrs. Jansen's 3rd Grade Class



Mrs. Snyder's 3rd Grade Class



Mrs. Arnold's 3rd Grade Class